

Message Text

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ORIGIN COME-00

INFO OCT-01 EUR-12 ISO-00 EB-08 SIG-03 /024 R

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COM/BED/OIM/222/CBARRETT/DM
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EUR/RPE/RLAMANTIA (INFO)
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R 241907Z FEB 78
FM SECSTATE WASHDC
TO AMEMBASSY PARIS
INFO AMCONSUL LYON
AMCONSUL MARSEILLE
AMCONSUL NICE
AMCONSUL STRASBOURG
AMCONSUL BORDEAUX
AMEMBASSY BRUSSELS
AMEMBASSY THE HAGUE
AMEMBASSY LUXEMBOURG
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E.O. 11652: N/A

TAGS: BEXP, FR, BE, NL, LU

SUBJECT: FIRST QUARTER FY'78 CCP PROGRESS REPORT

REF: PARIS 03073

1. WCAG MEET FEBRUARY 7 TO REVIEW FIRST QUARTER FY'78
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CCP WITH GOOD REPRESENTATION AND PARTICIPATION FROM STATE/
EUR, STATE/OCA, USDOC/ITA AND USDOC/USTS. STATE/EUR
GAVE INFORMATIVE ECONOMIC BRIEFING PROVIDING VALUABLE
ADDITIONAL BACKGROUND AND INSIGHT (SUPPLEMENTING USEFUL IN-
FO PROVIDED REFTEL PARA 2 FOR WHICH WCAG MOST APPRECIATIVE)
WHEREBY WCAG ABLE EVALUATE PROGRESS FY'78 CCP ACTIVITIES.
WCAG PLEASED THAT MOST CAMPAIGN ACTIVITIES AND OSPES ON

TRACK DESPITE NEED FOR INCREASING TIME SPENT ON TRADE
POLICY MATERS THAT CAME UP DURING QUARTER AND PRESIDENT'S
VISIT.

2. WCAG ONLY MILDLY CONCERNED ABOUT SHORTFALL OF TOS IN
CAMPAIGNS 1 AND 2. SINCE STILL EARLY IN CCP YEAR, WCAG
HOPEFUL ADDITIONAL TOS OVER TARGET WILL BE GENERATED AT
PRINTEMPS INFORMATIQUE AT USTC, MARCH 14-17, AND AT POST'S
BIO AT COMPOSANTS ELECTRONIQUES IN APRIL.

3. IN RESPONSE TO CCAG'S POINT ON DELAYED BRA FOR GLOBAL
MARKET RESEARCH ON COMPUTERS (REFTEL PARA 3), CMS ON
FRANCE WAS PRINTED SEPTEMBER 1977, WITH NO UPDATE PLANNED
AT PRESENT. RE PARA 10 REFTEL, METALWORKING/MACHINE TOOLS
BRT SENT FEBRUARY 6, 1978; HOPE POST IS NOW IN RECEIPT.
RE PARA 12 REFTEL, REGRET THAT BRT ON FOOD PROCESSING AND
PACKAGING EQUIPMENT DELAYED UNTIL JUNE 1978 AS RESULT OF
RECENT DECISION TO INTERCHANGE METALWORKING AND FPP ON
RESEARCH SCHEDULE.

4. RE PARA 7 REFTEL: WCAG CONGRATULATES POST ON NUMEROUS
ACTIONS UNDERTAKEN IN SUPPORT OF CONSUMER GOODS CAMPAIGN,
INCLUDING YOUR DECISION TO USE POST RATHER THAN CONTRACT
RESOURCES TO PERFORM EXTENSIVE FOOTWEAR STUDY, WITHOUT
DISTORTION OF RESOURCE ALLOCATION EXERCISE IN CCP.

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5. RE PARA 9 REFTEL: WCAG VERY PLEASED WITH EXCELLENT USE
POST HAS MADE OF BIOS, AND WITH THOUGHTFUL ANALYSIS
PROVIDED IN PARIS A-08. USDOC LOOKING INTO POSSIBILITY OF
FUNDING MORE BIOS, BUT HOPES THAT POST ALSO WILL BE ABLE
TO FUND CERTAIN BIOS AS PART OF CCP CAMPAIGNS, AS IS
BEING DONE WITH COMPOSANTS THIS APRIL.

6. WCAG TOOK DUE NOTE THAT FRANCE IS ONLY CCP THAT
INCLUDES ANNEX ON ROLE OF CONSULATES, AN INNOVATION THAT
WE APPLAUD, AND THAT LAST SEMI-ANNUAL MEETING OF
COMMERCIAL SPECIALISTS WAS IN LYON. WCAG WOULD APPRECIATE
RECEIVING SUMMARY OF POINTS COVERED AT THIS MEETING AND
FUTURE SUCH MEETINGS, INCLUDING RECOMMENDATIONS/SUGGEST-
IONS THAT MIGHT BE OF INTEREST TO WCAG. WOULD HOPE THAT
FY'79 CCP MIGHT BETTER DELINEATE ROLE OF INDIVIDUAL
CONSTITUTENT POSTS IN BOTH CAMPAIGNS AND OSPES.

7. AS THERE ARE OCCASIONAL DIFFICULTIES IN PROCESSING
FRANCE'S TO SUBMISSIONS, USDOC'S TRADE OPPORTUNITIES
PROGRAM REMINDS POSTS THAT INDIVIDUAL PRODUCTS MUST BE
CLASSIFIED AT THE 7-DIGIT LEVEL EXCEPT FOR CASES IN WHICH
A TO COVERS ALL PRODUCTS WITHIN A 5-DIGIT CLASSIFICATION,

WHICH FREQUENTLY OCCURS IN THE CASE OF REPRESENTATION OPPORTUNITIES. WHEN THE PRECISE 7-DIGIT CODE IS DIFFICULT TO LOCATE, A FULL AND DETAILED DESCRIPTION OF THE PRODUCT PLUS APPROPRIATE 5-DIGIT CODE IS ACCEPTABLE. THIS WILL ENABLE COMMERCE TO REFINE THE CODE. WHERE A 5-DIGIT CLASSIFICATION IS APPROPRIATE, "X"S SHOULD BE USED TO COMPLETE THE CLASSIFICATION TO THE REQUIRED 7-DIGIT LEVEL. A 4-DIGIT VALUE CODE SHOULD IMMEDIATELY FOLLOW THE PRODUCT/PROJECT CLASSIFICATION TO WHICH IT APPLIES. VALUES SHOULD BE THE ESTIMATED ANNUAL SALES POTENTIAL FOR THE PRODUCT/PROJECT COVERED BY THE CORRESPONDING

CLASSIFICATION CODE. TOP MANAGEMENT STILL PLANS TO ISSUE INSTRUCTIONS TO ALL POSTS FOR FOLLOW-UP EVALUATION OF TO UNCLASSIFIED

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PROGRAM ON SAMPLE BASIS, BUT THIS HAS BEEN DELAYED FROM JANUARY 30 (NOTED IN STATE 001075) UNTIL APRIL DUE TO NEED TO COORDINATE WITH ADDITIONAL USDOC OFFICES.

8. WCAG PLEASED TO NOTE THAT POST WAS ABLE TO MAINTAIN HIGH QUALITY AND QUANTITY OF COMMERCIAL WORK DURING A PERIOD OF MAJOR PERSONNEL CHANGES. WCAG EXTENDS ITS COMPLIMENTS TO COMAFF PERSONNEL, AMERICAN AND FRENCH, WHO HELPED TO MAKE TRANSITION SMOOTH WITHOUT LOSS OF PRODUCTIVITY. VANCE

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